

Sales Order

Station: **WTMO-TV** Agency: **THE FACTOR INC**
 Contract Name: **MARCO RUBIO 1468201** Address: **501 Brickell Key Drive**
 Contract#: **475002889** City: **Miami** State: **FL** Zip: **33131**
 Start Date: **10/17/16** End Date: **10/23/16** Buyer: _____
 Revenue Type: **POLITICAL SALES** Tax Schedule: **(None)**
NATIONAL Type: **Cash** Agency Commission %: **15**
 Advertiser: **MARCO RUBIO** Billing Cycle: **Standard**
 Address: _____ Salesperson: **5206nnat** Comm %: **15**
 City: _____ State: _____ Zip: _____ Makegood Policy: **Within Contract Dates**
 Product Name: **Q4'16 MARCO RUBIO**
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/17/16	10/21/16		7:00 AM	10:00 AM	30		1	1	1	2				5	D	100.00	5	500.00	1
2	10/17/16	10/21/16		6:00 PM	6:30 PM	30		1	1	1	2				5	D	525.00	5	2,625.00	1
3	10/17/16	10/21/16		6:30 PM	7:00 PM	30		1	1	1	2				5	D	525.00	5	2,625.00	1
4	10/17/16	10/21/16		11:00 PM	11:35 PM	30		1	1	1	2				5	D	400.00	5	2,000.00	1
5	10/17/16	10/21/16		11:30 PM	12:00 AM	30		1	1	1	2				5	D	400.00	5	2,000.00	1
6	10/17/16	10/21/16		7:00 PM	8:00 PM	30		1	1						2	D	585.00	2	1,170.00	1
7	10/17/16	10/21/16		8:00 PM	11:00 PM	30		1	1						2	D	585.00	2	1,170.00	1
8	10/22/16	10/22/16		5:00 PM	5:30 PM	30						1			1	D	145.00	1	145.00	1
9	10/22/16	10/22/16		5:30 PM	6:00 PM	30						1			1	D	125.00	1	125.00	1
10	10/22/16	10/22/16		11:00 PM	11:30 PM	30						1			1	D	250.00	1	250.00	1
11	10/23/16	10/23/16		1:30 PM	2:00 PM	30							1	1		D	100.00	1	100.00	1
12	10/23/16	10/23/16		5:00 PM	5:30 PM	30							1	1		D	145.00	1	145.00	1
13	10/23/16	10/23/16		5:30 PM	6:00 PM	30							1	1		D	125.00	1	125.00	1
14	10/23/16	10/23/16		11:00 PM	11:30 PM	30							1	1		D	185.00	1	185.00	1
15	10/23/16	10/23/16		9:00 PM	11:00 PM	30							2	2		D	800.00	2	1,600.00	1
JUAN GABRIEL																				

JUAN GABRIEL

Billing Projections: By Month

Oct 16
 CA 14,765.00
 ST 14,765.00

☒ Print Spot Prices

TOTAL SPOTS 38
 GROSS TOTAL \$ 14,765.00
 ADJUSTED SPOTS 38
 ADJUSTED TOTAL \$ 14,765.00

APPROVE DECLINE



General Manager



Sales Manager



National Sales Manager



Local Sales Manager

* Sent to the traffic system by 5206dsan, 10/17/16 @9:59AM

ORDER WORKSHEET

Rep Order# 1468201 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/14/16 4:35 PM
Last Received: 10/14/16 11:53 AM
Showing Buylines: All Lines

1 of 2

Station WTMO-TV ORLANDO
Advertiser (MARU) MARCO RUBIO/SEN FLA
Product Q4'16/CANDIDATE
Estimate#
Buyer MIRTA DE ARMAS

Agency (TFI) THE FACTOR INC
501 BRICKELL KEY DRIVE
MIAMI, FL 33131
Agency C/P1/P2/E
Flight Dates 10/17/16-10/23/16

Rep Firm NBCUNIVERSAL
Sales Office (MI) MIAMI NATIONAL SALES
Salesperson (BLU) BRENDA LUCIANO
Sales Assistant BRENDA
Salesperson Phone# 954-622-7582
Salesperson Fax# 954-622-7940

--- CONTRACT COMMENT ---

*****POLITICAL*****

--- REMARKS ---

NEW ORDER TO START W/O 10/17 PLEASE CONFIRM. THANKS, BP

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	7A-10A	NUEVO DIA	30	-	-	\$100.00	10/17-10/21	5	5	\$500.00
2	M-F	6P-630P	NEWS	30	-	-	\$525.00	10/17-10/21	5	5	\$2,625.00
3	M-F	630P-7P	NEWS	30	-	-	\$525.00	10/17-10/21	5	5	\$2,625.00
4	M-F	11P-1135P	NEWS	30	-	-	\$400.00	10/17-10/21	5	5	\$2,000.00
5	M-F	1130P-12A	NEWS	30	-	-	\$400.00	10/17-10/21	5	5	\$2,000.00
6	M-F	7P-8P	CASO CERRADO	30	-	-	\$585.00	10/17-10/21	2	2	\$1,170.00
7	M-F	8P-11P	ROS	30	-	-	\$585.00	10/17-10/21	2	2	\$1,170.00
8	Sa	5P-530P	NEWS	30	-	-	\$145.00	10/22-10/22	1	1	\$145.00
9	Sa	530P-6P	NEWS	30	-	-	\$125.00	10/22-10/22	1	1	\$125.00
10	Sa	11P-1130P	NEWS	30	-	-	\$250.00	10/22-10/22	1	1	\$250.00
11	Su	130P-2P	ENFOQUE	30	-	-	\$100.00	10/23-10/23	1	1	\$100.00
12	Su	5P-530P	NEWS	30	-	-	\$145.00	10/23-10/23	1	1	\$145.00

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Sales Assistant BRENDA
Salesperson Phone# 954-622-7582
Salesperson Fax# 954-622-7940

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
13	Su	530P-6P	NEWS	30	-	-	\$125.00	10/23-10/23	1	1	\$125.00
14	Su	11P-1130P	NEWS	30	-	-	\$185.00	10/23-10/23	1	1	\$185.00
15	Su	9P-11P	JUAN GABRIEL/DON FRANCISCO	30	-	-	\$800.00	10/23-10/23	2	2	\$1,600.00
Buy Comment: 1X/HOUR											

---REPORT TOTALS---

Report Totals: 38 / \$14,765.00

---SALES MONTHLY TOTALS---

Oct2016: 38 / \$14,765.00
Order Totals: 38 / \$14,765.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals \$29,530.00 OTHE 50.00% WTMO 50.00% WVEN .00%

Books [OCT16]
Demos RA18+P

--- CREDIT RISK ---

CASH IN ADVANCE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date

Telemundo WRMD, TAMPA, FL

9/8/2016

I, Ana M. CARBONELL

being/on behalf of: Marco Rubio for Senate 2016 a legally

qualified candidate of the Republican political

party for the office of: United States Senate

in the State of Florida

election to be held on: November 8th, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>30"</u>					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, MARCO RUBIO for Senate 2016
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

A M Carbowell

signature of candidate or authorized committee

on behalf of
candidate

ANNA M CARBOWELL
printed name

9/6/2016
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below.

I represent that the payment for the above described broadcast time has been furnished by:

Maria Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/7/2016
Date

R M Lubin
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, MARCO RUBIO FOR SENATE 2016
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Ann M. Carbinell

signature of candidate or authorized committee

on behalf of
candidate

Ann M. CARBINELL
printed name

9/6/2014
date

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:**Date:**

WTMD, Telemundo, Orlando *9/8/2016*

I, *Ana M. CARBONELL*being/on behalf of: *Marco Rubio for Senate 2016*, a legallyqualified candidate of the *Republican* politicalparty for the office of: *United States Senate*in the *State of Florida*election to be held on: *November 8th, 2016*

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>30"</i>					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Miguel Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/7/2016
Date

R M Enbrenell
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title